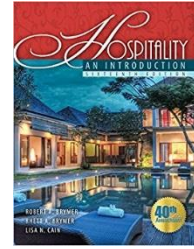


**HA 100, Spring 2018, 2 credits**  
**Introduction to Hospitality**  
**School of Hotel & Restaurant Management**  
**The W.A. Franke College of Business**



**Instructor:** Edward G Mc Keown, Ph. D.  
**Classroom:** T & Th, SHRM 111 (9:35 am – 10:25 am)  
**Office:** SHRM Bldg. 33, room 101 (North Building)  
**Office Hours:** M – TH 7 AM – 9 AM; & by appointment  
**Office Phone:** 928-523-6975  
**Cell Phone:** 765-337-3948 (text preferred)  
**E-mail Address:** [Edward.McKeown@nau.edu](mailto:Edward.McKeown@nau.edu)  
**Text:** *Hospitality: An Introduction Edition: 16<sup>th</sup>; Brymer*  
*ISBN: 9781465299246*



**Academic catalog description:** This introductory course explores the diverse world of the hospitality industry and its segments. Students are introduced to career opportunities and the management, leadership, and employability skills needed to succeed in hospitality fields.

**Course purpose:** This course is an introduction to the major, wherein students gain an understanding of the scope and breadth of the hospitality industry and career opportunities. This is accomplished by tracing the industry's growth and development, reviewing the organization and management of lodging, food, and beverage operations, and focusing on career skill pathways and steps to success.

**Course student learning outcomes:**

Upon completion of the course students will be able to:

- A. Identify and classify the various segments of the tourism and hospitality industry.
- B. List and explain the career choices in the hospitality industry.
- C. Describe the job search process in the hospitality industry.
- D. Understand and define common terms and vocabulary used in the field of hospitality.
- E. Discuss the importance of effective leadership and management and distinguish between leadership and management skill sets and competencies.
- F. Identify and calculate basic hotel and restaurant performance metrics.
- G. Describe the importance of personal branding for career development and success.
- H. Identify the steps for successfully starting a career after graduation.
- I. Successfully complete the SHRM Career Steps program.



**Assignments/Assessments**

Assignment	Points	%
Career Steps Assignments (MUST COMPLETE)		
Syllabus Quiz	50	9%
Observation assignments – 2 total (50 pts each)	100	18%
Interview Project	125	23%
Quizzes – 4 total	200	36%
Attendance/Participation (5 pts per day; 2 pts attendance, 3 pts participation)	75	14%
Extra Credit Pathways	5 points each	(5 max)
Additional Extra Credit	Variable	
<b>Total</b>	<b>550</b>	<b>100%</b>

**Grade Computation:** Grades will be allocated as follows:  
 90-100% = A                                      70-79% = C  
 80-89% = B                                      60-69% = D

**Below 60% = F**

## attendance **MATTERS**

**Attendance:** (not applicable to online classes)

University policy mandates all 100 and 200 level classes have **mandatory attendance**. You will notice in the grade center of BBLearn the days/dates of each class period. Attendance will be taken at the beginning of each class by an attendance sheet distributed throughout the classroom or by name card. Each student will receive 5 points for each class attended. More than two absences in the semester will constitute a drop of a full letter grade. Should an absence from class be unavoidable, you are responsible for reporting the reason to your instructors. In addition, you are responsible for making up any work you miss. **Your instructors are under no obligation to make special arrangements for you if you are absent** (<http://nau.edu/Student-Life/Student-Handbook/Academic-Policies/>).

**Standards & Expectations:** As most organizations have standards, so shall we. Microsoft, Nike, and Southwest Airlines did not reach the pinnacle of success by maintaining the status quo. They are considered the leaders in their industry and have set the standards by which others in their industry are judged.

### As your instructor, I will:

- treat you with the utmost respect and dignity.
- be available for assistance whenever possible.
- listen to your opinions and be open to feedback.
- strive to return all papers within 2 weeks.
- **HAVE FUN!**

### As my partner, you will be expected to:

- **BE ON TIME!**
- ask questions to ensure you understand the material and its relevance.
- treat your classmates with dignity and respect.
- contribute to classroom discussion.
- **not wear hats in class.**
- **HAVE FUN!**

In order to provide you with a snap shot of leadership experiences in the “real world”, we may occasionally have guest speakers or tour local businesses. These guests/tours will be professionals in the hospitality industry with expertise in the areas we will discuss. To portray our level of professionalism and give them the respect they deserve, we will wear **professional attire [at a minimum, that’s a dress shirt, tie, and dress slacks for gentlemen, and a nice top/blouse with a skirt or dress slacks, or dress for ladies]**. If you have **ANY** questions on what constitutes “professional attire”, please don’t hesitate to ask me **PRIOR** to the guest’s appearance. Improper attire will not be tolerated!

**Written Work Requirement:** All written work will be evaluated on grammar, punctuation, & spelling. In addition, all written work will be required to be submitted via BBLearn and utilizing the Safe Assign Plagiarism checking software. **Written work not submitted properly will NOT be graded.** I highly encourage you to seek support from the SHRM peer writing tutor, the tutor will be in the group breakout room near the advising hallway. The office hours will be posted to the announcements section of the course Bb Learn site when determined.

## COMMUNICATION IS



**Communication:** In this course, we will communicate via the **Course Message** and **Announcements** tool in Blackboard (Bb Learn). You will find these under “Course Tools” on the left-hand side of the HA 100 course Blackboard site. You should check these and your NAU email at least **twice** a day, because this is the primary means I will use to communicate with the class. Moreover, unless there is an emergency, this is also the means through which you should communicate with me. Like you, I receive a significant number of email messages daily, and this tool allows us to keep all course-related communication in one place. If you will miss class or be late for any reason, please text me so that I am aware.



**Academic Integrity:** In order to enrich your understanding of leadership, you may wish to consult outside sources. While this is highly recommended, you must thoroughly document **ALL** work that is not yours. Failure to do so constitutes plagiarism (to steal or pass off as one’s own). As stated in NAU’s Academic Integrity Policy in the Student Handbook, “An NAU student’s submission of work is an implicit declaration that the work is the student’s own” (<https://policy.nau.edu/policy/policy.aspx?num=100601>).

Academic dishonesty includes, **but is not limited to**, cheating on an exam, stealing exam questions, substituting one person for another at an exam, falsifying data, destroying, tampering with or stealing a computer program or file, copying all or part of a paper or project, signing another student's name to an attendance sheet or violating the integrity of any assignment to which points are assigned. *Failing to properly document your sources within the text of your assignment, and/or not including a reference page is plagiarism.* Students who allow their work to be copied are equally accountable and subject to the same penalties. Anyone who is found committing these or other acts of academic dishonesty will receive a **FAILING GRADE (F)** for the **entire course**. There is too much at stake to ruin your bright future, so don't risk it!

If you are in need of assistance in the proper citing of sources and formatting your papers, you can see the writing tutor, come to my office hours, or review the Purdue Online Writing Lab at: <https://owl.english.purdue.edu/owl/>

**Documented Disability Accommodations:** If you have any condition, such as a physical or learning disability, that makes it difficult for you to carry out the work as it has been outlined in this syllabus, please contact me **IMMEDIATELY**. The Disability Resource Center (DRC) provides academic accommodations for students with documented disabilities, who are otherwise qualified for university programs. If you have a documented disability that may require assistance, please contact the DRC located on the 2<sup>nd</sup> floor of the Health & Learning Center (Room 2050), or call 523-8773.

**Diversity Statement:** NAU defines diversity as the whole of the human experience. The human experience is marked by its complexity, shaped by historical, social, economic, and political phenomena, and is characterized by differences.

It is the official policy of Northern Arizona University to prohibit discrimination, to inform individuals of their right to be free of such behaviors, and to promote the safety of all individuals at university sites and activities (<http://nau.edu/Diversity-NAU/Forms/Safe-Working-and-Learning-Environment-Policy/>).



SafeZone is an educational program committed to increasing understanding and awareness around how to foster an inclusive and welcoming climate for the LGBTQ (Lesbian, Gay, Bisexual, Transgender, Queer and Questioning) community. Dr. Mc Keown's office is currently the only official SafeZone location in SHRM.

**End of term week:** NAU is committed to the academic success of our students. As such, this policy was developed to ensure that students are not overly burdened at the end of the term with non-academic activities, new course assignments, or evaluations of their work which are not in accord with generally accepted University practice, precedent, or policy (<http://nau.edu/Student-Life/Student-Handbook/Academic-Policies/>).

**Policy on Religious Holidays:** Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during the semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify me no later than Friday, **8 September** of her or his intention to participate in religious holidays, which do not fall on state holidays or periods of class recess. This policy shall not apply in the event that administering the test or examination at an alternate time would impose an undue hardship on the instructor or the university, which could not reasonably have been avoided.

**FCB Communication Center:** As part of the W.A. Franke College of Business, SHRM students have access to the Business Communication Center (FCB Rm 114). The BCC provides in-person consultations, both one-on-one and in small groups (<http://franke.nau.edu/bcc/>). More importantly, SHRM has a dedicated peer writing tutor to assist with writing assignments. I highly recommend you use these services to enhance the quality of your writing. The ability to communicate, both orally and written, is one of the key skills industry professionals believe is essential for success.

**Advising** serves primarily as a clearinghouse for student-related services provided by the School of Hotel & Restaurant Management. You should go to this office at any time if you a) have a question about your academic standing; b) need academic advising; c) need petition forms, enrollment in full class forms, or forms for work experience or independent study; d) need a change of major formed signed by the Dean; e) are applying for graduation; or f) are seeking information regarding scholarships. For an advising appointment, visit the front desk.

**NAU Policies:** Follow this link for all of NAU's Academic Affairs Policies: <http://nau.edu/university-policies/academic-affairs/>.

### **BBLearn Materials**

- Course Syllabus: Syllabus.
- Course Grades: Grades for all course elements will be posted to the BBLearn site as soon as they are available. This includes the assignments, quizzes, the restaurant observation, hotel observation and other items. You will be able to check your status and grade throughout the semester.
- Course Content: This contains all the PowerPoint slides used for this course. You should print out the slides in handout form and bring them to class so you can follow the lectures and take notes more effectively.
- Course Calendar: Summarizes due dates for the assignments and report; quiz schedule, assignment due dates.
- Restaurant Observation Report: An explanation of the report parameters and an example of a completed report.
- Hotel Observation Report: An explanation of the report parameters and an example of a completed report.
- Pathways Calendar: [link to the calendar for Pathways](#)
- Career Steps: This is the HA 100 Career Steps. All students must complete this career steps in addition to any career steps required by your major. **MUST COMPLETE AND PASS TO PASS THE COURSE—NO EXCEPTIONS**

**Course structure:** This course is a combination of in class lectures, out of class readings, and topic specific guest speaker/field trips.

**Class outline/Tentative schedule** (schedule subject to change based on guests and tours):

A calendar of due dates and upcoming tours/guest speakers is kept up to date on bblearn.

Week	Topic	Class Agenda	Assignments & Quizzes are due by <b>midnight Sunday</b> of this week	Tour or Guest Speaker
Week 1: 1/15 – 1/21	Introduction	Lecture		
Week 2: 1/22 – 1/28	Chapters 1, 2, 3	Lecture		
Week 3: 1/29 – 2/04	Chapters 6, 7, 8, 9	Lecture	Quiz 1 due (2/04)	
<b>February 2, 2018</b>	<b>Delaware North</b>	<b>Tour</b>	<b>Optional Attendance</b>	<b>Extra Credit May be Available</b>
<b>February 7, 2018</b>	<b>Conversation with CEO</b>	<b>Tom Perkins: CEO of Core-mark</b>	<b><u>Required Attendance</u></b>	<b>5:30 pm – 7:30 pm Ashurst</b>
Week 4: 2/05 – 2/11	Chapters 13, 15, 16	Lecture		
Week 5: 2/12 – 2/18	Chapters 18, 19	Lecture/Tour	Quiz 2 due (2/18 both) Hotel observation due	
Week 6: 2/19 – 2/25	Chapters 20, 28, 34	Lecture	Restaurant observation due (2/25)	
<b>February 28, 2018</b>	<b>EC Opportunity</b>	<b>Career Fair</b>	<b>See BBLearn</b>	
Week 7: 2/26 – 3/04	Chapters 21, 22	Lecture/Tour	Quiz 3 due (3/04)	
<b>March 7, 2018</b>	<b>EC Opportunity</b>	<b>Etiquette Dinner</b>	<b>Limited availability</b>	
<b>3/04/2018</b>	<b><i>Final project</i></b>	<b><i>Interview</i></b>	<b><i>Interview due (3/04)</i></b>	
Week 8: 3/05 – 3/11	Chapters 32, 33	Lecture/Tour	Quiz 4 due (3/11) All career steps due (3/11)	

**Class policies:** This course is a quick survey and overview of the possible career paths in hospitality. As such, attendance is crucial for the course and will be taken daily. Field trips/guest speaker presentations are mandatory.

All readings should be completed prior to the class that topic will be discussed. Quizzes and assignments turned in a minimum of 48 hours before the due date (Fridays at midnight) will receive (3) three bonus points per assignment/quiz (18 points available). Not applicable for Career Steps assignments or final project. Quizzes and assignments (at the discretion of Dr. Mc Keown) will lose up to 25% of the grade for being turned in after the assigned due date and time.